

**IN THE UNITED STATES DISTRICT COURT  
FOR THE EASTERN DISTRICT OF TEXAS  
MARSHALL DIVISION**

PERSONALIZED MEDIA  
COMMUNICATIONS, LLC,

*Plaintiff,*

v.

APPLE, INC.,

*Defendant.*

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Case No. 2:15-cv-01366-JRG-RSP

**ORDER**

Before the Court is the Magistrate Judge's September 27, 2016 Order (Dkt. 225) denying Personalized Media Communications LLC's ("PMC") motion for leave to amend its P.R. 3-1 Disclosure to assert an earlier priority date of U.S. Patent No. 8,191,091. Having considered the Objections filed by PMC (Dkt. 233) and finding them to be without sufficient merit, the Magistrate Judge's Order is affirmed, and PMC's motion for leave to amend its P.R. 3-1 Disclosure is DENIED. .

**So Ordered this**

**Oct 19, 2016**

  
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RODNEY GILSTRAP  
UNITED STATES DISTRICT JUDGE